

Dealers Who Know the Public Tastes

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Spark Plug Vital
to Car Mechanism

As a chain it is no stronger than its weakest link, so is an automobile engine no more efficient than its weakest part, and with the developments of the gasoline engine has come the development of the spark plug, a device hardly larger than a man's thumb, but one that has occupied the attention of engineers for years and to perfect which has been a task for almost two decades.

Small as it is, the spark plug is vital to the efficiency of every engine of the internal combustion type, and regarding this C. F. Spittorf has recently installed a separate factory in New York City where spark plugs are made exclusively. Making an efficient spark plug, like making anything else, is simple when you know how. A score of girls at the Spittorf factory wind the thin flakes of white India mica around the tapered center pin, and pin and mica are then inserted in the bushing and put under a press which forces them together.

TRUCKS' GROWTH DESCRIBED

J. J. Deright Gives Credit to the Builders of Pleasure Cars.

SHOP PRACTICE A NECESSITY

Makers Cannot Gain the Required Experience in Any Other Way—Customers Must Be Satisfied by All Means.

"The early days of the pleasure car business strenuous as they were, were not marked by the startling growth which one sees today in the commercial vehicle industry," said J. J. Deright. "People at first were inclined to attribute this startling advance to various reasons, but today most purchasers know that the development is principally the result of the experience gained in building pleasure cars."

"While the conditions under which the pleasure cars and trucks are operated are so radically different as to necessitate entirely new designs for the commercial vehicle, too much stress cannot be laid on the value of this prior experience. The automobile shop practice calls for such accuracy and precision that experience gained in some other line of work is not of much value."

"A truck manufacturer who previously has gained a reputation for reliability and durability through the performance of his touring cars cannot have failed to have acquired a great deal of immensely valuable information."

Relative Values Taught.

"This experience has taught him the relative values of different metals, has given him valuable data on the action of materials under the vibratory conditions of actual service, has enabled him to train a force of competent workmen and has permitted him to devise and test out efficient shop systems. The purchaser who buys a truck from a manufacturer having this experience reaps the benefits in getting a better truck for any given amount."

"Better and more important than that, he is dealing with a concern which long ago realized the necessity of keeping every customer satisfied."

Service Systematized.

"As a result, the purchaser has at his command a service department, carefully and thoroughly systematized and manned by expert men capable of making adjustments in the minimum time. A capable service department assures the owner of 100 per cent service, the only service which will satisfy a business man."

"Unless such a system is maintained

and unless every facility is afforded so that delays can be obviated, the purchaser finds himself in an awkward position. Maintenance costs become unduly great, and, what is worse, he finds that his truck is not available at times when urgently needed."

"A properly organized service department assures the man that he can depend on his truck giving maximum service at minimum cost, with delays practically obviated."

London Engineers
Have a New Tire

A report coming from England states that a new tire is about to be placed on the market by the Holmes Engineering company of London.

It is said that it will give 35 per cent more service than any other make manufactured at the present time, and that the tire can be produced and sold for 40 per cent less than anything manufactured heretofore.

The ingredients of this new tire are still a profound secret, but it is known that rubber is the base, and that the scrap leather ground to a fine powder and mixed with the rubber and other unknown materials under an extremely high pressure are used in its manufacture. The claim is made that it is equally as resilient as the usual type of tire of today, and that in one respect it is even more so for the reason that it can be used with lower air pressure in the inner tube without resultant damage to the casing. Tests made on the famous Brooklands track near London, covering several thousand miles, show that a car is quite as fast equipped with these tires as with the regular pneumatic. Tests have been conducted for the last two years and the only point at which the makers do not claim superiority is with reference to skidding, and on this point they claim there is absolutely no difference between it and the usual type of tire.

It is rumored that the manufacturers of the Mitchell car have secured the exclusive American rights, and that a factory for its manufacture will be erected at Racine, Wis., in the near future.

For Cold Weather Use.

A novelty for men is a large pair of trousers of warm woolen material, leather finished, having soft leather shoes and a leather belt. They are intended to slip on over the other clothing for added protection in stormy weather.

A Fortunate Texas.

E. W. Goodies, Dallas, Tex., found a sure relief for malaria and biliousness in Dr. King's New Life Pills. Only 25c. For sale by Boston Drug Co.

NEW
AUTO SUPPLY STORE
IN TOWNat
Twenty Twenty Farnam Street

CAPITAL \$50,000.00.

Will Open March 1st, 1912

We will carry a complete assortment of all standard lines of supplies at prices that will save you money.

We have desk space at the Automobile Show in the Auditorium and can take orders subject to delivery March 10th. We will be pleased to meet you Mr. Motorist.

Arthur Storz Auto Supply Co.
EVERYTHING FOR THE MOTORIST

TWENTY TWENTY FARNAM ST.
OMAHA

Arthur C. Storz, Pres.

Hal. M. Brady, Vice Pres.

Overland

Why These Automobiles are Worth More
Than the Prices Asked for Them.

No other producer can manufacture an automobile as economically and as thoroughly as does the Willys-Overland Company, for they make in their factories every part that enters into the construction of the cars. No manufacturer (and we do not except the highest priced machines) works to closer "limits of tolerance"—the shop term for fitness of fit and accuracy. No other car in the market is so highly standardized as the OVERLAND. To the man who knows automobile values, these cars at these low prices speak for themselves. They need no explanation. But to the man who has never owned a car and is now in the market for one, we simply ask him to compare what we have to offer with that of any other maker in the world, and the economy of buying an OVERLAND will be apparent even to the novice.

Now, let us tell you something about OVERLAND automobiles themselves. No matter what you buy, you must make some kind of a comparison to determine values. Every time you fail to do this you lose money. And the more careful and thorough you make your comparison the more secure and satisfied you feel with what you have bought. No article requires a closer or more thoughtful comparison of values than an automobile. It represents a lot of money.

For instance, compare the Overland Model 59-T, shown below, price \$900, with any of the popular priced cars selling around \$1,200 to \$1,500. Take each list of specifications—compare item for item and see if you can make \$900 go as far as \$1,200. Then compare this car with all other makes selling at about the same price. The added value in the Overland is plainly to be discerned.

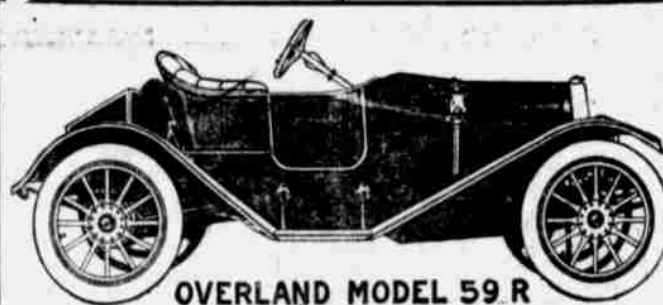
A glimpse at all models illustrated on this page and a review of the short specifications and prices under them cannot help but convince you of the superiority of the Overland automobiles.

Van Brunt Automobile Co.

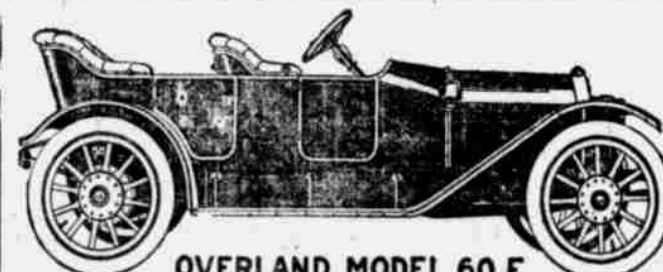
(DISTRIBUTORS.)

Sioux Falls, So. Dak. Council Bluffs, Iowa

Omaha, Neb.

OVERLAND MODEL 59 R
PRICE \$900.
SPECIFICATIONS.

Wheel Base, 106 inches; Tread, 56 inches; Body, two-passenger torpedo roadster; Motor, 4½x4½; Horse Power, 30; Transmission, selective, three speeds and reverse; Ignition, Dual, Spittorf magneto and batteries; Front Axle, drop forged I-section; Rear Axle, semi-floating; Wheels, artillery wood, 12 1½-inch spokes, 12 bolts each wheel; Tires, 32x3¼-inch, quick detachable; Finish, overland blue; Equipment, three oil lamps, two gas lamps and generator; Tools, complete set.

OVERLAND MODEL 60 F
PRICE \$1,200
SPECIFICATIONS.

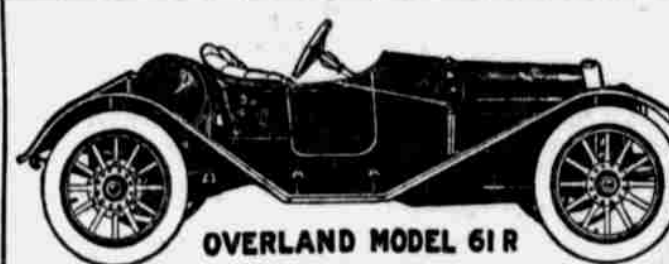
Wheel Base, 111 inches; Tread, 56 inches; Body, four-passenger fore-door torpedo; Motor, 4½x4½; Horse Power, 35; Transmission, selective, three speeds and reverse; Ignition, Dual, Remy model 8 magneto and batteries; Front Axle, drop forged I-section, Timken bearings; Rear Axle, semi-floating; Wheels, artillery wood, 12 1½-inch spokes, 12 bolts each wheel; Tires, 34x4-inch, quick detachable; Finish, Overland blue, gray gear and wheels; Equipment, three oil lamps, in black and brass finish, two gas lamps and generator; Tools, complete set.

OVERLAND MODEL 60 T
PRICE \$1,200
SPECIFICATIONS.

Wheel Base, 111 inches; Tread, 56 inches; Body, five-passenger fore-door touring; Motor, 4½x4½; Horse Power, 35; Transmission, selective, three speeds and reverse; Ignition, Dual, Remy model 8 magneto and batteries; Front Axle, drop forged I-section, Timken bearings; Rear Axle, semi-floating; Wheels, artillery wood, 12 1½-inch spokes, 12 bolts each wheel; Tires, 34x4-inch, quick detachable; Finish, Overland blue, gray gear and wheels; Equipment, three oil lamps, in black and brass finish, two gas lamps and generator; Tools, complete set.

OVERLAND MODEL 59 T
PRICE \$900.
SPECIFICATIONS.

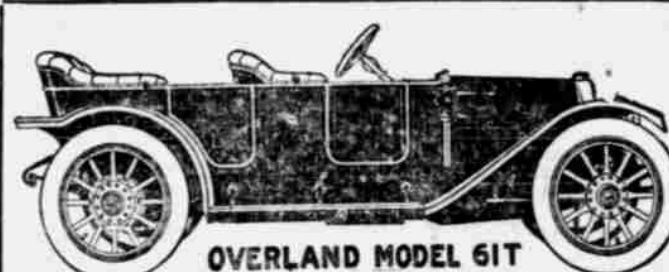
Wheel Base, 106 inches; Tread, 56 inches; Body, five-passenger fore-door touring; Motor, 4½x4½; Horse Power, 30; Transmission, selective three speeds and reverse; Ignition, Dual, Spittorf magneto and batteries; Front Axle, drop forged I-section; Rear Axle, semi-floating; Wheels, artillery wood, 12 1½-inch spokes, 12 bolts each wheel; Tires, 32x3¼-inch, quick detachable; Finish, Overland blue. Equipment, three oil lamps, two gas lamps and generator; Tools, complete set.

OVERLAND MODEL 61 R
PRICE \$1,500
SPECIFICATIONS.

Wheel Base, 115 inches; Tread, 56 inches; Body, two-passenger torpedo roadster; Motor, 4½x4½; Horse Power, 45; Transmission, selective, three speeds and reverse; Ignition, Duplex, Bosch magneto and batteries; Front Axle, drop forged I-section, Timken bearings; Rear Axle, full floating, Timken bearings; Wheels, artillery wood, 12 1½-inch spokes, 12 bolts front wheel, 18 bolts rear wheel; Tires, 34x4-inch, quick detachable; Finish, Brewster green, ivory stripe, all bright parts nickel plated. Equipment, three black and nickel oil lamps, two black and nickel gas lamps with gas tank; Tools, complete set.

OVERLAND MODEL 61 F
PRICE \$1,500
SPECIFICATIONS.

Wheel Base, 115 inches; Tread, 56 inches; Body, four-passenger torpedo; Motor, 4½x4½; Horse Power, 45; Transmission, selective, three speeds and reverse; Ignition, Duplex, Bosch magneto and batteries; Front Axle, drop forged I-section, Timken bearings; Rear Axle, full floating, Timken bearings; Wheels, artillery wood, 12 1½-inch spokes, 12 bolts front wheel, 18 bolts rear wheel; Tires, 34x4-inch, quick detachable; Finish, Brewster green, ivory stripe, all bright parts nickel plated. Equipment, three black and nickel oil lamps, two black and nickel gas lamps with gas tank; Tools, complete set.

OVERLAND MODEL 61 T
PRICE \$1,500
SPECIFICATIONS.

Wheel Base, 115 inches; Tread, 56 inches; Body, five-passenger fore-door touring; Motor, 4½x4½; Horse Power, 45; Transmission, selective, three speeds and reverse; Ignition, Duplex, Bosch magneto and batteries; Front Axle, drop forged I-section, Timken bearings; Rear Axle, full floating, Timken bearings; Wheels, artillery wood, 12 1½-inch spokes, 12 bolts front wheel, 18 bolts rear wheel; Tires, 34x4-inch, quick detachable; Finish, Brewster green, ivory stripe, all bright parts nickel plated. Equipment, three black and nickel oil lamps, two black and nickel gas lamps with gas tank; Tools, complete set.

Our Booth at the Auto Show, Auditorium, is No. 29. See the Full Overland Line there This Week.